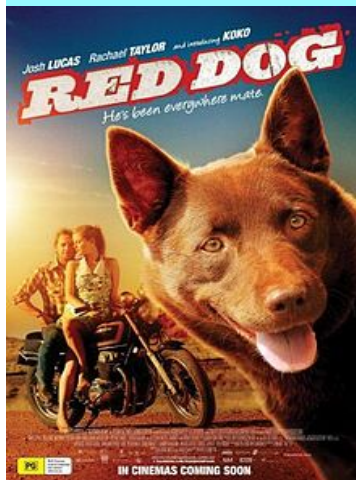




What's new in ICT, Media & Popular Culture?



Lindy Hathaway
Dickson College
March 2012

What keeps us busy?

The activities people over 15 yrs are most likely to do when not working or sleeping (ABS survey data Aug 2011- Feb 2012)

Outdoors:

- 41% of women & 26% of men visit a library ☺
- 70% see a movie each year; 53% go to 5 or more
- 64% exercise
- 43% go to a sporting event (AFL most popular)
- We are the world's biggest international travellers (7.8 million trips overseas)
- 37% go to a zoo or aquarium
- 35% go to a botanic garden
- 30% go to pop concerts; 16% to operas or musicals



<http://www.smh.com.au/opinion/society-and-culture/blogs/the-tribal-mind/who-we-are-how-australians-pass-the-time--outdoors-20120222-1tnqd.html>

Indoors:

- 44% look at a book/magazine/newspaper daily (76 min. av)
- Top selling books 2011: Jamie's 30-min. meals, (Oliver), Cabin fever (Kinney), Inheritance (Paolini), Scarecrow & the army of thieves (Reilly)
- 60% use the web at home daily: email 91%; research/news 87%; banking/bills 64%
- 86% of 15-24 yr olds do social networking & gaming
- 87% watch TV each day (footy matches most popular then talent quests). Currently: My kitchen rules, New girl, Revenge
- 48% listen to the radio daily
- 10% do textile/jewellery/wood/paper crafts; 8% sculpting, painting, drawing, digital works

<http://www.smh.com.au/opinion/society-and-culture/blogs/the-tribal-mind/who-we-are-how-australians-pass-the-time--indoors-20120211-1sy8c.html>



Australian Multi-Screen Report:

How Australians use media (OzTAM & Nielsen)

- 98% watch TV each month
- 95% have a digital TV
- 44% can access time-shifting
- 60% increase in one year in watching recorded TV
- 113 hrs 38 min. per month watching TV
- 77% connected to internet
- Average of 43 hrs 54 min. per month online (outside work)
- 93% aged over 13 yrs have a mobile phone; 49% of these have smartphones (and watch av. 1 hr 20 min. per month video on it)
- 10% of capital city households own a tablet (iPad)
- People like to watch content on the largest screen available
- Videos watched on mobiles & PCs account for 4% of total consumption (and is growing) – but TV is still the most popular viewing platform
- New sources of video content are adding to, rather than detracting from, traditional TV

<http://au.nielsen.com/site/documents/Multi-ScreenReportQ411releaseFINAL.pdf>

Facebook

- 845 million users (31 Dec 2011)
- Can Facebook alter the brain?
- Facebookers with lots of friends had bigger, denser structures in 3 areas of the brain linked with the power to socialise (University College London study 2011)

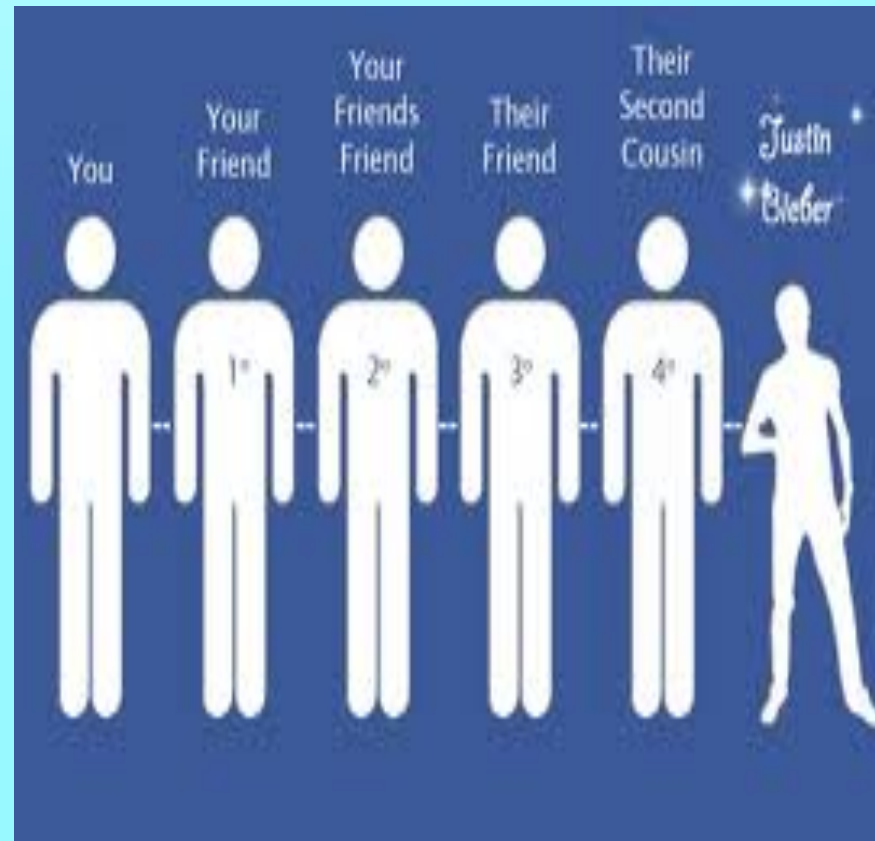
<http://www.iol.co.za/scitech/technology/internet/does-facebook-alter-the-brain-1.1160119>



Four degrees of separation

- Largest ever study of social networks (by Facebook & University of Milan)
- Examined 721 million Facebook users & their 69 billion friendships
- It's no longer 6 degrees of separation....it's more like 4!
- A friend of your friend probably knows a friend of a friend of a Facebooker in Siberia 😊
- For a single country, most pairs of people are only separated by 3 degrees
- An average Facebooker has 190 friends with 80% of connections between users in the same country

<http://www.digitaltrends.com/social-media/facebooks-four-degrees-of-separation/>

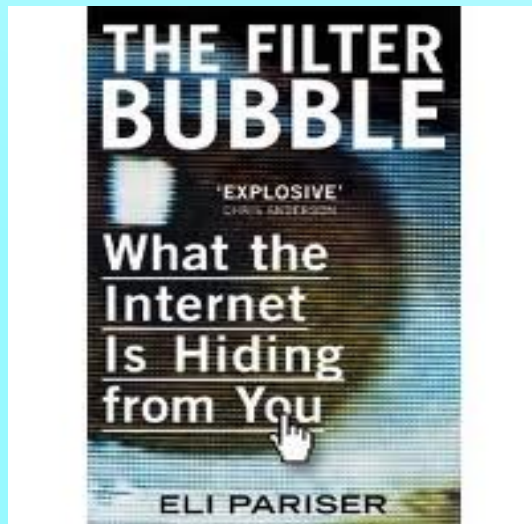


Googling us

- New privacy policy 1 March 2012
- Google is not collecting more info about you – just using it differently
- What's new? Data collected from your YouTube & Google searches can now be used to “personalize” your experience in all Google products eg. If you search for dog training, you might see suggested puppy videos next time on YouTube
- So...search Google without signing in or add “do not track” to your browser



The filter bubble



- The filter bubble by Eli Pariser
- We don't all see the same internet – we see info that is delivered through personalised algorithms
- We don't realise this filtering is happening

(New Scientist, 23/7/11)

Google Sea View

- Begins Sept 2012 - underwater version of Street View
- 360 degree view of the Great Barrier Reef – a project between Google & Uni of Qld
- Live streaming on a YouTube channel
- The Great Barrier Reef – new 3 part BBC series WIN TV – starts Sun 11 March 2012

<http://technorati.com/technology/article/explore-the-deep-with-google-sea/>



YouTube

- Creators of videos can mark their videos with a Creative Commons CC BY licence [attribution – reuse allowed]

http://www.youtube.com/t/creative_commons

- Edit your own videos or search for others with a Creative Commons licence & reuse & remix them

<http://www.youtube.com/editor>

- Watch YouTube videos in a TV-sized interface (no related videos or comments)

<http://www.youtube.com/xl>

- YouTube for Schools – create an account

<http://www.youtube.com/schools>

- Teachers can access any video. Students can only watch YouTube EDU videos and videos that teachers have added via playlists. All comments & related videos are disabled.

- Access thousands of videos in YouTube EDU.

<http://www.youtube.com/education>

- YouTube for Teachers – access videos chosen by teachers in subject & grade levels

<http://www.youtube.com/teachers>

Vimeo

<http://vimeo.com/>

- A respectful community of creative people
- Best tools & highest quality video
- You cannot upload videos that you did not create yourself
- Look in the Music Store – free music available
- Creative Commons videos available – remix, reuse, recycle
- Create your own channel
- Browse categories: Art, Science, Animation, Nature.....



Twitter: info in an instant



- 100 million active users (half log in daily)
- Japanese tsunami = 5530 tweets per second
- Raid on Bin Laden = 5105 tweets per sec.
- Death of Steve Jobs = 6049 t.p.s.
- Beyonce's pregnancy Aug. 2011 = 9000 tweets per sec.
- Super Bowl game 5/2/12 = 12 233 t.p.s (Madonna at halftime 10 245)
- Record: Laputa: castle in the sky anime film on TV in Japan 9/12/11 = 25 088 tweets per sec. as viewers symbolically helped cast a spell
- Twitter hoax: death of Rowan Atkinson 26/2/12 = top trending topic worldwide – fooled Wikipedia
- Top 5 languages in use on Twitter = English, Japanese, Portuguese, Spanish, Malay
- Arabic is in 8th place & is the fastest growing but comprises only 1% of tweets (July 2010-Oct 2011)
- Twitter still banned in China

<http://news.yahoo.com/top-15-tweets-per-second-moments-ever-twitter-233321811.html>

http://semiocast.com/publications/2011_11_24_Arabic_highest_growth_on_Twitter

iPads

- More than 5.5 million Australians will own a tablet computer by 2015 (PricewaterhouseCoopers tablet survey, *The Australian*, 1/8/11)
- Users will pay willingly for a wide range of content
- Many households will have several tablets
- Survey: 52% of people paid for films; 50% for games; 48% for TV shows; 45% for books; 38% for newspapers; 30% for music
- How are iPads organised in schools?
- No volume licensing for Aust. schools yet (USA has this)
- Individual iTunes accounts for each machine? (ACT Dept of Ed. policy Feb 2012)



iPad apps

- A useful list of categorised educational apps - short reviews & top recommended apps. Collected & reviewed by Kel Hathaway (Catholic Education Office Canberra/Goulburn)

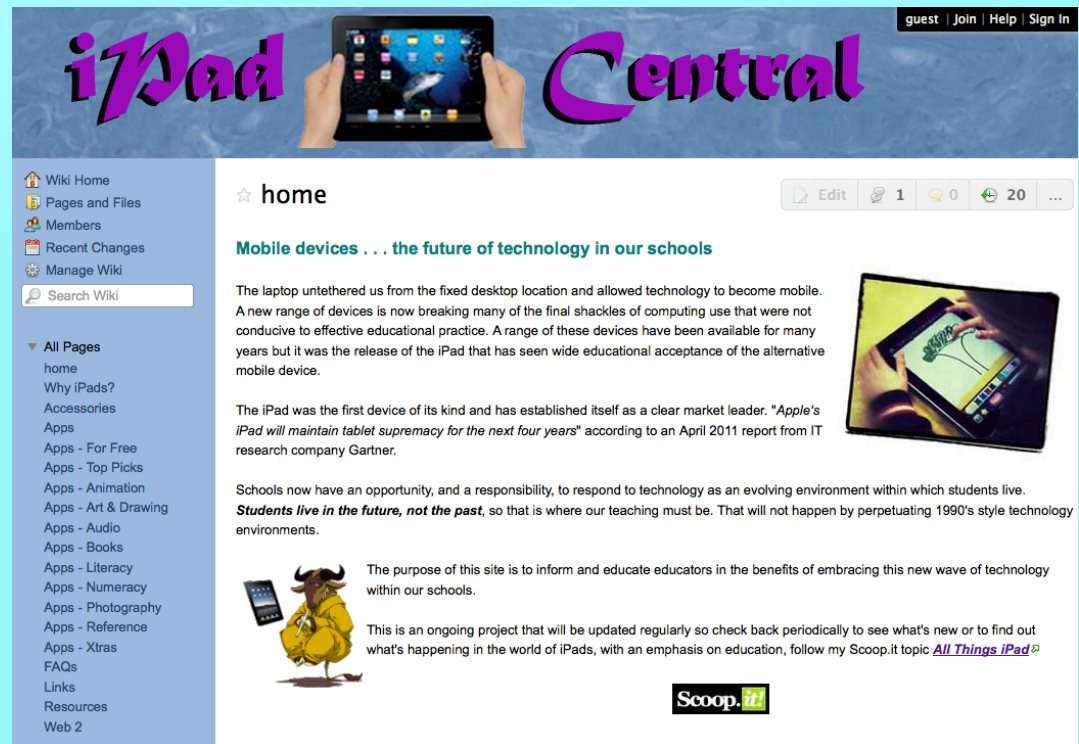
<http://ipadcentral.wikispaces.com>

- Current news about iPads with an educational focus. Curated by Kel Hathaway.

www.scoop.it/t/all-things-ipad

- Educational iPad apps selected by Apple Distinguished Educators

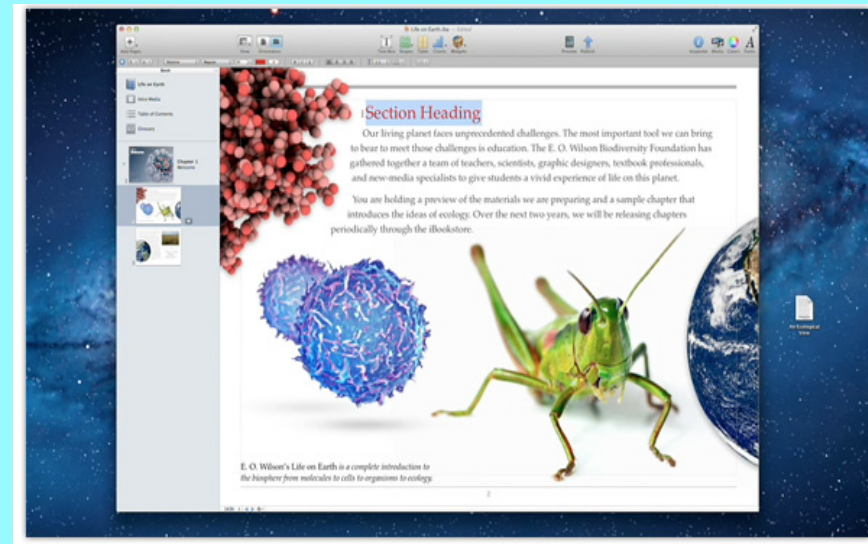
www.appitic.com



The screenshot shows the 'iPad Central' Wikispaces page. The header features the title 'iPad Central' in a stylized purple font, with a hand holding an iPad in the center. A navigation bar at the top right includes links for 'guest', 'Join', 'Help', and 'Sign In'. On the left side, there is a sidebar menu with options like 'Wiki Home', 'Pages and Files', 'Members', 'Recent Changes', and 'Manage Wiki'. Below this is a search bar labeled 'Search Wiki'. The main content area is titled 'home' and features a section titled 'Mobile devices . . . the future of technology in our schools'. This section contains several paragraphs of text discussing the impact of mobile devices on education, including a quote from Gartner about the iPad's future. To the right of the text is an image of a hand holding an iPad. At the bottom of the page, there is a cartoon character of a bull wearing a yellow raincoat and holding a smartphone, next to a 'Scoop.it!' logo.

iBooks Author

- Download free from the Mac App store
- In its first 3 days in Jan 2012, 350 000 textbooks were downloaded
- Allows you to create amazing, multi-touch, interactive textbooks & other books for the iPad
- Embed videos, charts, slideshows, music, images etc – the reader can zoom in/out
- Write text straight into iBooks Author or import from Word / Pages
- Choose from 7 widgets to apply interactivity
- Export your books in iBooks format
- Pearson, McGraw Hill & Houghton Mifflin Harcourt have interactive textbooks available in the iBookstore (\$15)



<http://www.techradar.com/reviews/pc-mac/software/graphics-and-media-software/desktop-publishing-dtp-software/apple-ibooks-author-1062792/review>

10 meta-trends impacting learning

New Media Consortium Horizon Project 10th Anniversary Report (coming soon)

1. The world of work is increasingly global & increasingly collaborative.
2. People expect to work, learn, socialize & play whenever and wherever they want to.
3. The internet is becoming a global mobile network – and already is at its edges.
4. The technologies we use are increasingly cloud-based & delivered over utility networks, facilitating the rapid growth of online videos & rich media.
5. Openness – concepts such as open content, open data & open resources, along with notions of transparency & easy access to data & information – is moving from a trend to a value for much of the world.
6. Legal notions of ownership & privacy lag behind the practices common in society.
7. Real challenges of access, efficiency & scale are redefining what we mean by quality & success.
8. The internet is constantly challenging us to rethink learning & education, while refining our notion of literacy.
9. There is a rise in informal learning as individual needs are redefining schools, universities & training.
10. Business models across the education ecosystem are changing.

<http://www.nmc.org/> & Judy O'Connell

Nielsen Online Ratings: Jan 2012

Top brands

1. Google
2. Facebook
3. Nine MSN
4. YouTube
5. Microsoft
6. Yahoo!7
7. eBay
8. Apple
9. Wikipedia
10. Blogger



Where do we go for current events & news?

- Nine MSN
- smh.com.au
- The Age
- news.com.au
- Herald Sun
- thetelegraph.com.au
- ABC news websites
- BBC
- Yahoo!7 News

Newspapers

- Print editions of newspapers will be dead within 5 years in the US and maybe within 10 years in Aust. (Jeff Cole, director of USC Centre for the Digital Future)
- The problem with newspapers is that they are not “news” (yesterday’s events) & they are produced on paper (costly)
- Only one third of costs is in journalists – printing & distribution are the most expensive aspects
- Newspapers will have a future only if they creatively embrace tablets, develop new sources of online ad revenue & have paywalls
- Probable scenario: buy a 3 year subscription & get a tablet for free

Christensen, N. 2011, “Printed papers will be dead in 5-10 years”, *The Australian*, 7 November.

- Newspaper readership highest in Iceland (96% read a paper daily), Japan (92%), Norway, Sweden, Switzerland (82%), Finland & Hong Kong (80%)

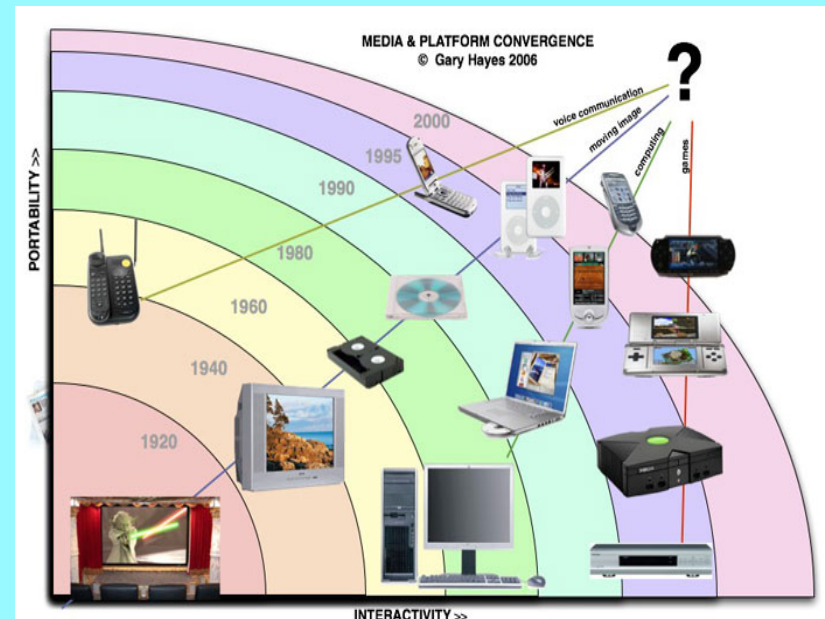
<http://www.wan-ifra.org/press-releases/2011/10/12/world-press-trends-newspapers-still-reach-more-than-internet>

Convergence Review

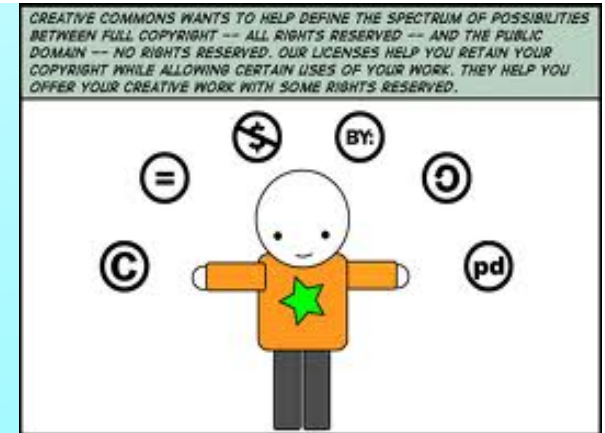
(different technological systems evolve to perform similar tasks)

- Due 30 March 2012, along with the Finkelstein inquiry into print & online media (2 March)
- A new regulatory regime designed for the digital age – for TV, radio, newspapers, websites
- These businesses will be defined as “content service providers”, subject to a new powerful regulator to replace ACMA
- Too much government intervention??
- Interim Report recommends overall Aust. content quota of 55% continues in the short to medium term. Beyond that, quotas should be replaced to reflect the money spent to produce content, or revenue generated from it.
- Do we still need prescribed amount of Aust. content?

<http://www.ipa.org.au/news/2557/convergence-review-complete-spectacular-failure>



Copyright Friendly



- Many links to image & sound media, most with Creative Commons licences (by Joyce Valenza & others)

<http://copyrightfriendly.wikispaces.com/>

- eTexts/Curriculum - Free textbooks, lessons, talks...

<http://www.only2clicks.com/pages/joycevalenza/350887>

- Information sites about countries:

<http://www.only2clicks.com/pages/joycevalenza/345326>

morgueFile



<http://www.morguefile.com/>

- Free images for your inspiration, reference & use in your creative work, be it commercial or not
- Add your photos to morgueFile & share!
- You are free to remix, use images for commercial purposes & use images without attributing the original author
- You cannot claim ownership of the image in its original state, nor can you sell it

Incompetech: royalty free music



<http://incompetech.com/m/c/royalty-free/>

- A great source with a wide variety of free music
- Creative Commons: By Attribution licence. No charges to use the music but you must credit Kevin MacLeod.
- Also includes music for a fee; no credits required

Why do you allow people to use your music and don't charge for it?



FAQ: <http://incompetech.com/m/c/royalty-free/faq.html>

There are many reasons. The cost for me to share music is low, and the benefits are high. There are a lot of schools with no money, and plenty of film makers who want to have music - but can't afford to clear copyrights from the existing systems that are set up.

I believe that copyright is badly broken , so I chose a license that allows me to give away the rights I wish to surrender. We really have no hope of overturning the existing copyright situation, but we can and are creating an alternate body of works that are able to compete with them. In time, I hope that Creative Commons (and similar alternatives to standard copyright) will be common and successful enough to be the dominant choice for artists' new creative works.

If you hold tightly to your creative works, they become impossible to share. If your art isn't experienced by people, it serves no purpose in society. - Kevin MacLeod

More free music

FilmandMusic.org: 100% free music

<http://filmandmusic.org/>

- Aims to promote and showcase a diverse range of musicians (and soon filmmakers) throughout Australia
- A wide selection of music that can be used free of charge for non-commercial projects as long as the artist and URL is mentioned in the credits

Free music Archive

<http://freemusicarchive.org/>

- Public domain & Creative Commons songs

Where can I find CC-licensed music?

<http://creativecommons.org/legalmusicforvideos>

- A useful list eg. ccMixter, Jamendo, Magnatune....



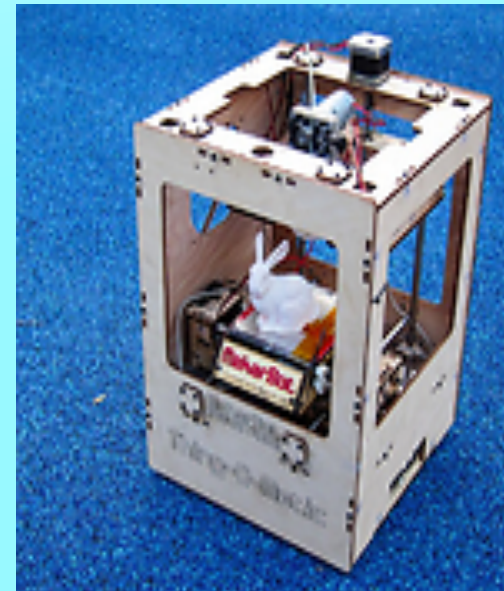
3D printers

- Use Google SketchUp to create a design – the 3D printer will produce it in 3D plastic
- Thingiverse: digital designs for physical objects

<http://www.thingiverse.com/>

- MakerBot Thing-O-Matic 3D printer \$1100 – now used in Robotics course at Dickson College

<http://store.makerbot.com/thing-o-matic-kit-mk7.html>





NBN

- Homes in The Fair development at Watson will be the first in ACT connected to NBN during Feb 2012
- 6000 Amaroo & Ngunnawal homes will be next
- Telstra basic NBN service = \$49.95 p.m. + \$23 p.m.
compulsory phone line = \$73 p.m. (by comparison, I currently pay \$30 p.m. for 100 Gb; but the NBN will be faster)
- Australia is 18th in world in broadband affordability
- NBN rollout map:

<http://www.nbnco.com.au/rollout/rollout-map.html>

The future?

- A day made of glass 2: Corning's expanded vision for the future of glass technologies (3 Feb 2012; 6 min.)

<http://www.youtube.com/watch?v=jZkHpNnXLB0>



- A day made of glass 2: unpacked – the story behind the technologies (11 min.)

http://www.youtube.com/watch?src_vid=jZkHpNnXLB0&feature=iv&annotation_id=annotation_152905&v=X-GXO_urMow